

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2016/2017

### BMK2034 – MARKETING STRATEGY

( All sections / Groups )

24 FEBRUARY 2017

9.00 a.m - 11.00 a.m

(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only.
2. Attempt ALL FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

**ANSWER ALL QUESTIONS.****QUESTION 1**

Undifferentiated and concentrated marketing are marketing strategies that can be used by organizations to better serve their segments and strengthen their market position. Differentiate the two strategies.

(20 Marks)

**QUESTION 2**

Explain the FOUR (4) components of the resource imitability ladder.

(20 Marks)

**QUESTION 3**

Innovation is the process of translating an idea or invention into a good or service that creates value for which customers will pay. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Explain what is meant by radical innovation.

(20 Marks)

**QUESTION 4**

Customer service is seen as key to competing effectively in the modern economy. Explain the "3 S" of service that are critical ingredients to successful service provision.

(20 Marks)

**QUESTION 5**

The salesforce plays an important role as the link between customers and the company. Suggest and explain FIVE (5) ways salespeople in a company can maintain good relations with their customers.

(20 Marks)

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